

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (currently amended): A method comprising:

(a) receiving a selection of an object displayed in an electronic programming guide (EPG);

(b) modifying a non-textual attribute associated with the object by an incremental amount for each of at least two times that the object is selected, wherein each modification of the non-textual attribute corresponds with a number of times the object has been selected~~modifying the attribute for at least two times that the object is selected occurs in a common direction,~~ wherein each modification of the attribute includes changing a visible characteristic of the object and wherein each modification results in a different appearance of the object; and

(c) modifying the display of the object in accordance with the modified non-textual attribute.

Claim 2 (previously presented): The method of claim 1, wherein the non-textual attribute is a color that is progressively darkened or lightened upon each selection of the object.

Claim 3 (previously presented): The method of claim 1, wherein the non-textual attribute is a shape whose configuration is progressively changed upon each selection of the object.

Claim 4 (previously presented): The method of claim 1, wherein the non-textual attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

Claim 5 (previously presented): The method of claim 1, wherein the modified non-textual attribute is overwritten with a default non-textual attribute when an expiration value limit is reached.

Claim 6 (original): The method of claim 5, wherein the expiration value limit is a time limit.

Claim 7 (original): The method of claim 5, wherein the expiration value limit is related to frequency of object selection.

Claims 8-10 (canceled).

Claim 11 (currently amended): An apparatus comprising:

a processor; and

memory configured to store computer readable instructions that, when executed by the processor, cause the processor to perform a method comprising:

receiving a selection of an object displayed in an electronic programming guide (EPG);

modifying a non-textual attribute associated with the object by an incremental amount for each of at least two times that the object is selected, wherein each modification of the non-textual attribute corresponds with a number of times the object has been selected~~modifying the attribute for at least two times that the object is selected occurs in a common direction,~~ wherein each modification of the attribute includes changing a visible characteristic of the object and wherein each modification results in a different appearance of the object; and

modifying the display of the object in accordance with the modified non-textual attribute.

Claim 12 (previously presented): The apparatus of claim 11, wherein the attribute is a color that is progressively darkened or lightened upon each selection of the object.

Claim 13 (previously presented): The apparatus of claim 11, wherein the attribute is a shape whose configuration is progressively changed upon each selection of the object.

Claim 14 (previously presented): The apparatus of claim 11, wherein the attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

Claim 15 (previously presented): The apparatus of claim 11, wherein the modified non-textual attribute is overwritten with a default non-textual attribute when an expiration value limit is reached.

Claim 16 (previously presented): The apparatus of claim 15, wherein the expiration value limit is a time limit.

Claim 17 (previously presented d): The apparatus of claim 15, wherein the expiration value limit is related to frequency of object selection.

Claims 18-20 (canceled).

Claim 21 (currently amended): A physical machine-readable storage medium embodying a sequence of instructions executable by ~~the~~ a machine to perform a method for modifying display information, the method comprising:

- (a) an object display in an EPG;
- (b) progressively modifying a non-textual attribute associated with the object by an incremental amount for each of at least more than two times that the object is selected, wherein each modification of the non-textual attribute corresponds with a number of times the object has been selected, each modification of the attribute includes changing a visible characteristic of the object and wherein each modification results in a different appearance of the object; and
- (c) modifying the display of the object in accordance with the modified non-textual attribute.

Claim 22 (previously presented): The machine-readable medium of claim 21, wherein the attribute is a color progressively darkened or lightened upon each selection of the object.

Claim 23 (previously presented): The machine-readable medium of claim 21, wherein the attribute is a shape whose configuration is progressively changed upon each selection of the object.

Claim 24 (previously presented): The machine-readable medium of claim 21, wherein the attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

Claim 25 (original): The machine-readable medium of claim 21, wherein the modified attribute value is overwritten with a default attribute value when an expiration value limit is reached.

Claim 26 (previously presented): The machine-readable medium of claim 25, wherein the expiration value limit is a time limit.

Claim 27 (previously presented): The machine-readable medium of claim 25, wherein the expiration value limit is related to frequency of object selection.

Claims 28-30 (canceled).